# Dossier: BLUEFOOT INC.

## SBIR Award Details

**Award Title:** N/A

**Amount:** $419,904.00

**Award Date:** 2023-06-26

**Branch:** USAF

## AI-Generated Intelligence Summary

**Company Overview:**

BLUEFOOT INC. (Blue Foot Security, formerly named NALA Systems until a rebranding in late 2023/early 2024) is a cybersecurity company focused on securing the Internet of Things (IoT) and operational technology (OT) devices primarily within defense, energy, and other critical infrastructure sectors. Their core mission revolves around providing visibility, detection, and response capabilities tailored to the unique security challenges posed by connected devices which are often resource-constrained and not easily patched or monitored by traditional security tools. They aim to solve the problem of rapidly expanding attack surfaces created by the proliferation of unmanaged and unsecured devices in critical systems. Their unique value proposition lies in their agentless, non-intrusive approach, utilizing passive network analysis and machine learning to identify vulnerabilities and anomalies without requiring software installation on the devices themselves, minimizing disruption to operations.

**Technology Focus:**

* OT/IoT Security Platform:\*\* An agentless platform that leverages network traffic analysis (NTA) and machine learning to discover, identify, and monitor IoT/OT devices. The platform identifies vulnerabilities, detects anomalous behavior, and provides threat intelligence specific to the observed devices.
* Risk Scoring and Prioritization:\*\* BlueFoot’s platform automatically assesses and prioritizes risks based on device criticality, vulnerability severity, and potential impact, enabling security teams to focus on the most pressing threats.
* Threat Detection and Response:\*\* Offers real-time threat detection based on behavioral analysis and predefined rules. The platform provides alerts and integrates with existing security information and event management (SIEM) and security orchestration, automation and response (SOAR) systems for automated response.

**Recent Developments & Traction:**

* Strategic Partnership with Carahsoft (2024):\*\* BlueFoot partnered with Carahsoft Technology Corp. to make its OT and IoT security platform available to the public sector through Carahsoft’s reseller partners and contract vehicles.
* Rebranding (2023/2024):\*\* The company rebranded from NALA Systems to BlueFoot Security in late 2023/early 2024. This followed an executive change.
* Focus on Government Sector:\*\* Recent marketing efforts, including press releases and website content, heavily emphasize applications within the US government and defense sectors.
* Executive Change (2023):\*\* A new executive team was brought on including a new CEO, CMO, and VP of Sales.

**Leadership & Team:**

* Ron Gula, CEO:\*\* Co-founder of Tenable Network Security and Gula Tech Adventures. Demonstrated track record of building and scaling successful cybersecurity companies.
* Greg Smith, CMO:\*\* Smith has extensive experience in launching and growing enterprise security offerings.

**Competitive Landscape:**

* Claroty:\*\* A major player in the OT security space offering a comprehensive platform with both agent-based and agentless approaches.
* Nozomi Networks:\*\* Focuses on industrial cybersecurity with a similar agentless technology for threat detection in OT environments. BlueFoot differentiates itself by emphasizing its focus on ease of deployment and integration within a broad range of IoT/OT environments, and its more accessible price point for smaller organizations.

**Sources:**

1. [https://bluefootsecurity.com/](https://bluefootsecurity.com/)

2. [https://www.carahsoft.com/news/carahsoft-partner-bluefoot-security-deliver-ot-iot-security](https://www.carahsoft.com/news/carahsoft-partner-bluefoot-security-deliver-ot-iot-security)

3. [https://www.crunchbase.com/organization/nala-systems](https://www.crunchbase.com/organization/nala-systems)

4. [https://www.linkedin.com/company/bluefootsecurity/](https://www.linkedin.com/company/bluefootsecurity/) (For Leadership Information)